

Amendments to the Claims:

This listing of claims will replace all prior versions, and listings, of claims in the application:

Listing of Claims:

1. (Currently Amended) An illuminating device comprising light means for generating primary light and a light-emitter comprising an after-glowing material for emitting secondary light after the light means is switched off or has extinguished, wherein the after-glowing material is shaped in a predetermined pattern for displaying-configured to display information and is to be substantially invisible when the light means generates the primary light, wherein the predetermined pattern is distributed throughout a portion less than an entire portion of a light transmissive material.

2. (Previously Presented) The illuminating device as claimed in claim 1, wherein intensity I_p of the primary light emitted by the light means as compared to the secondary intensity I_s of the

secondary light emitted by the light-emitter is such that $I_{1s}/I_{1m} < 0.5$.

3. (Previously Presented) The illuminating device as claimed in claim 1, wherein intensity I_{1s} of the primary light emitted by the light means as compared to a secondary intensity I_{1m} of the secondary light emitted by the light-emitter is such that $I_{1s}/I_{1m} < 0.1$.

4. (Previously Presented) The illuminating device as claimed in claim 1, wherein an initial light output of the after-glowing material following the switching off or the extinguishing of the light means is lower than 3 cd/m^2 .

5. (Previously Presented) The illuminating device as claimed in claim 1, wherein an initial light output of the after-glowing material is equal to or lower than 1 cd/m^2 .

6. (Previously Presented) The illuminating device as claimed in claim 1, wherein the predetermined pattern comprises at least one of an alphanumeric character, a logo and an arrow.

7. (Previously Presented) The illuminating device as claimed in claim 1, wherein the after-glowing material comprises a photoluminescent or phosphorescent material.

8. (Previously Presented) An electric lamp comprising a lamp vessel provided with the light-emitter according to claim 1.

9. (Previously Presented) A luminaire comprising a housing having a light emission window, the housing or the light-emission window being provided with the light-emitter according to claim 1.

10. (Previously Presented) An automotive head lamp comprising a housing having a light emission window, the housing or the light-emission window being provided with the light-emitter according to claim 1.

11. (Previously Presented) A display device comprising a display window provided with the light-emitter according to claim 1.

12. (Currently Amended) An illuminating device comprising:
a light source configured to generate primary light when turned on; and

a light-emitter configured to emit secondary light after the light source is off;

wherein the light-emitter ~~includes a patterned~~ is configured as a pattern of after-glowing material, which pattern is configured to be substantially invisible when the light source is on, wherein the predetermined pattern is distributed throughout a portion less than an entire portion of a light transmissive material.

13. (Previously Presented) The illuminating device of claim 12, wherein a level of the secondary light is at least one of equal to or lower than 3 cd/m^2 and equal to or lower than 1 cd/m^2 .

14. (Previously Presented) The illuminating device of claim 12, wherein a primary intensity I_p of the primary light as compared to a secondary intensity I_s of the secondary light is at least one of $I_{p0}/I_{s0} < 0.5$ and $I_{p1}/I_{s1} < 0.1$.

15. (Previously Presented) The illuminating device of claim 12, wherein the patterned after-glowing material comprises at least one of an alphanumerical character, a logo and an arrow.

16. (Previously Presented) The illuminating device of claim 12, wherein the patterned after-glowing material comprises at least one of a photo-luminescent and phosphorescent material.

17. (Previously Presented) An electric lamp comprising a lamp vessel provided with the light-emitter according to claim 12.

18. (Previously Presented) A luminaire comprising a housing having a light emission window, the housing or the light-emission window being provided with the light-emitter according to claim 12.

19. (Previously Presented) An automotive head lamp comprising a housing having a light emission window, the housing or the light-emission window being provided with the light-emitter according to claim 12.

20. (Previously Presented) A display device comprising a display window provided with the light-emitter according to claim 12.